

Organ plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

Lowered Prices Are Only Important When the Goods Are Worthy

A Venturesome Investor May Find Himself

between the anvil and the hammer, if he allows himself to be drawn into a deal by a hugger-mugger man and by making a payment of money without knowing who it is he is dealing with or having a certainty of getting what he pays for. Strangers and storekeepers should be well certified before they are trusted, when in old cities like Philadelphia there are so many business houses, bankers and merchants, who by long years of faithful service have earned the confidence they well deserve. Keep a string to your money until you are sure of what you are getting in return for it.

[Signed] *John Wanamaker*



Lovely Fur Sets in the Wanamaker Fur Sale

Now that Winter is really and truly here, women will best appreciate these pretty fur neckpieces and the fluffy muffs that go with them. And though they are of the finest furs of their kind, are of selected skins and made up in the best fashions of the Winter, they are all marked a third below the price at which they started the season. Glossy, beautiful black lynx, the durable skunk, golden brown beaver, the whole family of foxes, Hudson seal (sheared muskrat) and wolf are all in this collection. Prices start at \$65.25 for a fox set and go to \$290 for a beautiful set of black lynx. (Second Floor, Chestnut)

200 Women's Everyday Dresses for \$18, \$20 and \$25

Excellent practical dresses which are very welcome examples of what the manufacturers can do for the lower price. They are mostly of navy and black serge and tricotine, made up in straight chemise styles and tunic styles, a few plain, but the majority decorated with braid or beads or embroidery. There are all sizes in the lot and the prices are \$18, \$20 and \$25. (First Floor, Central)

David and John Anderson Gingham, One of the Largest Shipments in Our History

Hundreds of pieces of these most desirable of all gingham are unpacked and put on sale for tomorrow morning. Everybody knows them: their fine quality, their fashionableness, their beautiful and many colors, and the fact that all the colors are fast. And best they are in almost every imaginable design of stripes and checks and plaids, besides plain colors, and women who are having their own and their children's dresses made up now for next Summer are invited to make their selections early while the variety is at its greatest. With 32 inches. Price \$1.25 a yard. (First Floor, Chestnut)

Young Women's Cloth Dresses Between \$15 and \$65

All models that were tagged with higher prices a few weeks ago, they are smart, well made and good looking frocks, all of dark blue, black and navy serge, and precisely the kind of dress needed for Winter and early Spring wear. Some are combined with black satin, quite a few are handsomely embroidered, others are in simple tailored styles, and a few are attractively styled. There are but a few of a kind, usually; there is quite an interesting selection, and there are 14 to 15 year sizes. (Second Floor, Chestnut)

Warm Wool Gloves for the Whole Family

It's interesting to note that all the gloves for women and men are marked with new low prices. Women's gloves, short gloves, camel's-hair, \$2.50; or fine cashmere and Angora gloves, \$3 a pair. Long gauntlet gloves of brushed wool, Shetland wool and alpaca, \$2.50 to \$10 a pair. Men's gloves of fine Scotch wool in gray and heather mixtures, \$1 and \$1.50. Camel's-hair and Shetland wool, \$2.50. Cashmere gloves, \$3.50 a pair. Children's gloves of Scotch knit wools in gray and brown mixtures, \$1. (Main Floor, Central)

Girls' Warm, Tan Polo Coats for \$20 Each

Though they are warm as toast and very comfortable, they are surprisingly light in weight. Made of a soft wool polo cloth, the coats are in a good style, with seam in back and inverted pleat to give fullness, have narrow belts and collars that may be buttoned high or low. They are warmly lined and interlined and are in 6 to 12 year sizes. (Second Floor, Chestnut)

There Are Fashions in Handkerchiefs

but the one-corner hand-embroidered style has been in vogue for several seasons—and is still quite popular. New shipments of Irish hand-embroidered, one-corner handkerchiefs have made our collection particularly interesting. The designs are artistic and the needlework is beautifully done. 50c, 75c, \$1 and up to \$2 apiece. (Main Floor, Central)

A Beautiful Strap Slipper for Women for Spring

It is black patent leather, combined with gray suede inlay in strap and back. It has a very high arch with high Louis heels and turned soles and it is wonderful how much smaller it makes the foot look. In the Exclusive Little Boot Shop, priced at \$20. (First Floor, Market)

Georgette Crepe Blouses at \$10 Trimmed With Real Filet

There are about a hundred in all, odds and ends, but all blouses that have been selling for very much higher prices; some are exactly half. Both flesh pink and white Georgette crepe, some collarless, others with collars and there are short and long sleeves. (Third Floor, Central)

Dainty Black Pumps for \$7.75 Fine Spats for \$1.90

The pumps are of dull black calf-skin and are perfectly plain, with turned soles and baby Louis heels. Fine in fashion and exceptional for \$7.75. The spats are of good cravenetted cloth in light, medium and dark fawn and seal brown. They are 10-button models and at \$1.90 are a little above half price. (First Floor, Market)

Women's Silk Stockings at \$2.50 a Pair

Full-fashioned stockings, all-silk to the tops and with extra reinforced heels and toes. You may have them in black or white and ordinarily they would be a couple of dollars more. (First Floor, Market)

Flannelet Nightgowns for Women Feeling the Cold

These wintry nights they have an especially grateful warmth, and many women are wearing them who never did before. Starting with \$1.65, prices are \$1.85, \$2.50, \$2.85 and \$3.35 and within that range one can have plain white or stripes, high, V or collarless necks and really very good qualities of flannelet. (Third Floor, Central)

100 Women's Bathrobes Especially Good at \$5

They are the ripple ciderdown kind which have been hard to get this Winter at this price. There is a variety of styles and colors, but they are mostly satin ribbon trimmed and have cord and frogs for fastening. A few are "seconds." (Third Floor, Central)

Double Vanilla Mints in Dainty Colors

like yellow or rose pink, as well as white, are one of the delectable luncheons or dinner sweets which the Candy Kitchens make very well. The mints are smooth and rich and creamy, and they have a delicate vanilla flavor as well as the mint taste. 75c a pound. (Down Stairs Store, Chestnut)

Good News From the Children's Store

All this is good news to mothers of 2 to 6 year old youngsters—news of warm coats and becoming hats and caps at new low prices; news of dresses for very little. At \$2 to \$3.75 are white and colored dresses in many good styles, suitable for play or better wear. They are all wash dresses, of course, and are made in simple good taste. At \$15 to \$50 warm coats of all sorts—sturdy chinchillas and chevrets, lustrous broadcloths, fine velours and velvets in light and dark colors, many fur trimmed. They are coats for everyday wear, and quite handsome coats for "best." Caps and hats and bonnets to go with the coats are also much lowered in price. (Third Floor, Chestnut)

\$2.55 for Any Man's Colored Neglige Shirt in Stock (Except Silk)

This means that a man can get such shirt values here tomorrow as have not been offered for years. Many of these shirts are half price and a goodly number are even less. Choose from imported Manchester madras, heavy woven madras, heavy cheviot, satin broche and silk-and-cotton in soft-cuff styles, and there are also starched-cuff shirts of fine 80-square percale. A large assortment of beautiful designs and all color combinations. Please bear in mind that these are not ordinary shirts, but all very high grade. All sizes from 13 1/2 to 17 1/2. (Main Floor, Market)

Advance Spring Styles in Embroidered Silk Handbags

Made of fine black and navy silks, in the new flat oval shapes, with covered and metal frames. Beautifully embroidered with gold thread or in colors and altogether fine-looking handbags. Prices \$5, \$8.50 and \$10. (Main Floor, Chestnut)

Margate A New London Tweed Hat For Men

First time Lincoln-Bennett & Co. ever made such a hat and first time the style has been shown in Philadelphia. The crown, instead of being stitched in segments, as is customary in tweed hats, is perfectly plain except for an oval stitching at the top surrounding the Alpine crease. The brim may be worn up or down. Of fine fabric in seven different heather mixtures and a feature of the hat is the way it holds its shape. Price \$8. (Main Floor, Market)

Individual Pieces in the Lamp Sale

A black and gold Chinese porcelain lamp, two-light electric, with blue and gold brocade shade, complete price \$210. A pair of carved wood candelabra with marble bases and polychrome finish, fitted for three electric lights, \$85 each. A pair of cast brass candlesticks, hand-chased and enameled, resembling Benares ware, to be used for wax candles only, \$23.50 each. A black and gold Chinese porcelain lamp with shade of black and gold brocade, \$185 complete. (Fourth Floor, Central)

Fine Sterling Silverware Unusually Priced

These pieces are all of sterling silver, 925/1000 fine, and every piece is from our own collection. We have taken a number of them and marked them all at new and lower prices, and this list represents some very worth-while opportunities: A five-piece tea set, \$375. The kettle to go with it, \$250. A three-piece coffee set, \$160. Gravy boat and tray, \$70. Salad bowl, \$70. Vegetable dish, \$90. Asparagus dish, \$170. Candle sticks, \$200 a pair. Vase, \$75. Bonbon dishes, \$35 each. Bread tray, \$125. Sandwich plate, \$70. Bouillon cups, \$175 a dozen. Cheese and cracker dish, \$100. (Jewelry Store, Chestnut and Thirteenth)

Indian Style Blankets Halved in Price

They are now marked \$6, \$7.50 and \$9 each, sizes are 60x78 inches, 62x80 inches and 66x82 inches. And they are woven from about 80 per cent wool. Colors and designs that are copies of the old Indian blankets. Blankets of a somewhat similar type, but all-wool and in plaid patterns, now marked half the former prices—\$8 and \$9 each, size 60x78 inches. Very fine and handsome English-woven blankets, or high-grade pure wool, and in a choice of very attractive color effects, size 62x70 inches, at \$24 each. These are remarkably fine blankets, admirably adapted for outdoor usage. (Sixth Floor, Central)

New Import of Dinner Sets Very Good at \$75 and \$85

Of real china, particularly well-selected and in border decorations with gold edges. These have just recently come to us direct from overseas to sell at prices that are really moderate for sets of such an excellent and desirable kind—\$75 and \$85. (Fourth Floor, Chestnut)

Silk Umbrellas Guaranteed, Price \$5

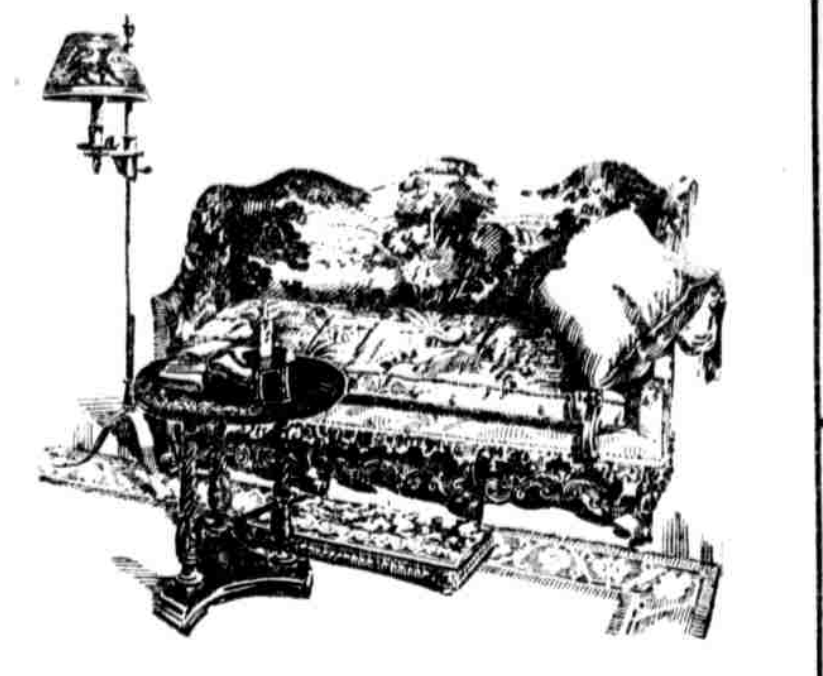
It is a long time since we have had all-silk umbrellas at so small a price. These are the style known as the "little umbrellas with the big spread," are made with ten-rib paragon frames, mission handles, and covers of black silk guaranteed not to cut for a year. Men's and women's, each \$5. (Main Floor, Market)

Heaps of the Coziest Down Quilts

Probably the very best we have for the money are the figured sateen quilts, 6x7 feet in size and priced at \$12. But some other kinds follow them pretty closely, for instance: Quilts covered with the same sateen, but having a border or insertion of plain colored sateen, price \$12. Quilts covered with French sateen, figured and with plain borders, price \$15. These quilts are interlined. Quilts covered with Japanese habutai in solid colors—lively blues, greens, browns, roses and yellows; price \$18. Quilts covered with figured China silk with plain borders, price \$20. Last of all, quilts covered with the finest and softest of figured taffeta, these also having the plain borders, price \$25. Every one of these quilts is filled with down and with the exception of the first one named are 6x6 feet in size. (Sixth Floor, Central)

100 Pieces of Nainsook Now \$1.95 a Piece

This is less even than this nainsook has been selling for during the White Sale and it applies to exactly this number of pieces while they last. The quality is one much used for women's undermuslins. It is 36 inches wide and there are 10 yards to a piece. (First Floor, Chestnut)



Two More Days Until the Opening of the Wanamaker Great February Sale of Furniture

Exceptional interest has been evinced by the public in the coming of this sale.

It is not only because it has been foreshadowed that this sale will have an incomparable price appeal.

Some sort of furniture can be bought at almost any sort of printed reduction in one store or another at nearly any time.

But it is known of old that the Wanamaker collections of furniture are superior, that they contain nothing but the very best of woods and workmanship, that they contain no sale jobs, no low-grade goods of any kind at any time.

Therefore, when the opportunity comes to choose from these superior and splendid collections at

The Greatest Actual Reductions Ever Put Upon Fine Furniture by Any Store

then the interest of the public is justified and their great expectations are not to be wondered at.

—January 28—
—at Wanamaker's

"Synonyms and Antonyms" By F. Sturges Allen, A. B., LL. B.

Everyone to whom words are important tools—lawyers, authors, clergymen, business men—will want this book by the editor of Webster's New International Dictionary. It contains thousands of words not contained in any other word book, and altogether it is exceedingly valuable for reference. Price \$3. (Main Floor, Thirteenth)

SOME charming new Italian pottery is just put out on sale in the China Store—a creamy, white pottery with decorations in color. There are candlesticks, flower-holders, fruit dishes, jardinières and so on, and prices run from \$1 for a little ornament to \$7.50 for an urn. (Fourth Floor, Chestnut)

Ice Skating Was Never So Popular

You may have it indoors at any time and there has been good skating outdoors lately. Alfred Johnson tubular ice skates in racing and hockey models, with shoes attached, \$15 a pair complete. Spalding's hockey and figure skates, \$2.50 to \$4. Canadian hockey and figure skates, \$8 to \$12.50. Men's skating shoes, \$7.50 and \$10. Women's black and tan skating shoes, \$7.50 to \$12. Sweaters, straps and other equipment; skates attached to shoes while you wait. (The Gallery, Juniper)

Linen Tea Cloths of Daintiness \$3.50 and \$7.50

Fresh, new goods, dainty and desirable as you please; bought from an Irish manufacturer who made them especially for the Wanamaker Store. Of pure linen, in a soft, mellow finish, every cloth neatly hemstitched and finished with mitred corners. Two sizes—36x36 inches, \$3.50, and 54x54 inches, \$7.50 each. The smaller-sized cloths are of plain damask with satin lined borders. The cloths at \$7.50 are in a figured design with satin bands. (First Floor, Chestnut)

Useful

Wanamaker electric iron, guaranteed, and complete with plug, stand and six feet of cord, \$9.50. Electric grills which will stew, fry, pouce, toast, broil and bake griddle cakes, and which have cord ready to attach, price \$14. Portable rubber bathtubs for the babies, \$9.50. They are collapsible and they have a faucet to run off the water. Opalescent glass's tumbler, clean and dainty, for use in bath rooms, 30c. Excellent scrub baskets of polished bamboo, very strong, \$1.50, \$2.50 and \$6. Italian decorated flower-stands, trays and so on, \$3.25 to \$15. (Fourth Floor, Chestnut and Market)

Odd Lots of Curtains for a Third to a Half Less

A gathering up of all the odds and ends of serim, muslin, net, lace, including Marie Antoinette and others. Some have been used as samples and are a trifle mussed or soiled. They are all arranged in one, two and three pair lots and are sold only by the lot. The one pair lots are one-half price and the others are one-third less. It is the occasion that many women wait months for. (Fifth Floor, Market)